
Puls3

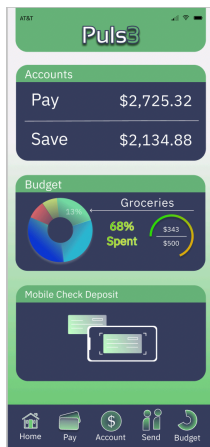
DESIGN LANGUAGE SYSTEM

Color:

The color palette available to the designer is actually quite limited at this point in time as are the use cases for each color.

- Cards are blue,
- Green is used as an accent, background, or gradient component.
- Red is reserved for alerts or notifications

Ex.



Typography:

Keeping everything within the two selected sans fonts will help provide the intended modern feeling.

- IBM Plex Sans Hebrew is the workhorse in this design system. mostly regular, occasionally medium bold
- 'Sansation' is used sparingly - just Logos.

Ex.

The image shows a mobile application interface displaying a list of budget items. Each item is presented in a blue card with a colored circle on the right. The items are: Daycare (\$1,250, 29%), Groceries (\$550, 21%), Car (\$500, 11%), and Utilities (\$210, 9%).

Daycare	\$1,250	29%	●
Groceries	\$550	21%	●
Car	\$500	11%	●
Utilities	\$210	9%	●

Iconography:

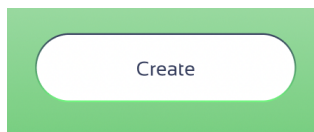
- Make icons from scratch in Figma so you can control the color
- Stroke: 1px, white
- Linear Gradient

Ex.

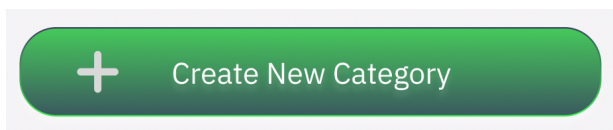


Common Ui Components:

- Keypad - see style guide
- Slider - see style guide
- Drop-downs - see style guide
- FABs - there are two to choose from
 - For action buttons that complete or advance user flows please use the FAB below



- For something like “create budget category” use the FAB below



Grid

- Desktop - 12 column - 16px gutter / margin
 - Tablet - 8 column - 16px gutter / margin
 - Phone - 4 column - 16px gutter / margin
-

Interactions / Animations

- Page transitions are “instant”
- Interactions should instill confidence in users
- User flows need not be complicated
- ☼ **Remember**, our users want Venmo’s simplicity with a few more services.

Tone of Voice

- Keep tone “business casual” and dialogue minimal / poignant.

Ex.

